



WXYZ

## ORDER

Print Date 08/27/12

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Flight Dates 08/20/12-08/26/12

		<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Contract / Revision</u>	308319 /	<b>DIBC - The People Should Decide</b>	<u>Estimate #</u>	<b>820826</b>
<u>Original Date / Revision</u>	08/17/12 08/23/12	Agency Com 15% <u>Billing Contact</u>	<u>Alt Order #</u>	
<u>Advertiser</u>	The People Should Decide C	814 King Street - Suite 400 Alexandria, VA 22314-3039	<u>Billing Type</u>	Cash
<u>Agency</u>	Smart Media Group		<u>Order Type</u>	GENERAL
<u>Buying Contact</u>		Sales Office EWSDC	<u>Billing Cycle</u>	EOM/EOC
814 King Street - Suite 400 Alexandria, VA 22314-3039		Sales Region NAT	<u>Billing Calendar</u>	BROADCAST
		Agency Ref	<u>Demographic</u>	A25-54
			<u>Rev Codes</u>	POL POL ISS Ballot
			<u>Product Codes</u>	PL
			<u>Priority</u>	P-4
			<u>Advertiser Ref</u>	

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Competing Station	Order Share %	Market Value %	Amount
CABLE	%		
UNKWN	100%		
WADL	%		
WDIV	%		
WDWB	%		
WJBK	%		
WKBD	%		
WLPC	%		
WPXD	%		
WTVS	%		
WWJ	%		

**Order Totals**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	52	\$33,745.00	\$39,700.00	0.00	07/30/12	08/26/12	52	\$33,745.00	\$39,700.00
Totals	52	\$33,745.00	\$39,700.00	0.00					

**Billing Plan**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WXYZ	08/20/12	08/23/12	12p Noon News 12p News	CM	12-1p	1111---	:15/:15	4	\$400.00	P-4	0.00	BK	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	1111---		4	\$400.00	0.00							
N 2	WXYZ	08/20/12	08/24/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11111--	:15/:15	5	\$500.00	P-4	0.00	BK	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	11111--		5	\$500.00	0.00							
N 3	WXYZ	08/20/12	08/24/12	430 AM News 7 Action News This Morni	CM	430a-5a	111-1--	:15/:15	4	\$125.00	P-4	0.00	BK	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	111-1--		4	\$125.00	0.00							



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Contract / Revision

308319

Flight Dates **08/20/12-08/26/12**

## Hiatus Dates

Original Date / Revision 08/17/12 / 08/23/12

Order Sep 00:20:00

**Advertiser The People Should Decide Product DIBC - The People Should Decide Estimate # 820826**



WXYZ

Print Date: 08/27/12

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Contract / Revision

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Flight Dates 08/20/12-08/26/12

Hiatus Dates

Original Date / Revision 08/17/12/ 08/23/12

Order Sep 00:20:00

Advertiser The People Should Decide Product DIBC - The People Should Decide Estimate # 820826

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N15	WXYZ	08/25/12	08/25/12	Early News Sa Sa 6-30p	CM	6-630pm Sat	- - - S-	:15/:15	1	\$500.00	P-4	0.00	BK	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- - - S-		1	\$500.00			0.00						
N16	WXYZ	08/26/12	08/26/12	Early News Su Su 6-30p	CM	6-630pm Sun	- - - S	:15/:15	1	\$700.00	P-4	0.00	BK	1	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- - - S		1	\$700.00			0.00						
N17	WXYZ	08/20/12	08/23/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am	M-1- - 1 - -	:15/:15	2	\$200.00	P-4	0.00	BK	2	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	1- - 1 - -		2	\$200.00			0.00						
N18	WXYZ	08/26/12	08/26/12	Sports Update 1130-12n CM SU 1130p-12a		1130pm-12am	- - - S	:15/:15	1	\$500.00	P-3	0.00	BK	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- - - S		1	\$500.00			0.00						
N19	WXYZ	08/21/12	08/23/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	- 111 - -	:15/:15	3	\$1,400.00	P-4	0.00	BK	3	\$4,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- 111 - -		3	\$1,400.00			0.00						
N20	WXYZ	08/21/12	08/24/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	N- 1111 - -	:15/:15	4	\$700.00	P-4	0.00	BK	4	\$2,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- 1111 - -		4	\$700.00			0.00						
N21	WXYZ	08/21/12	08/21/12	Tuesday Prime C Tuesday Prime C	CM	10-11pm	Tuesday - T - - -	:15/:15	1	\$2,000.00	P-4	0.00	BK	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- T - - -		1	\$2,000.00			0.00						
N22	WXYZ	08/23/12	08/23/12	Thursday Prime C Thursday Prime C	CM	10-11pm	Thursday - - T - -	:15/:15	1	\$2,000.00	P-4	0.00	BK	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- - T - -		1	\$2,000.00			0.00						
N23	WXYZ	08/25/12	08/25/12	Lions Pre-Season Footb@M Lions Pre-Season Footba	CM	7-11pm	- - - S-	:15/:15	1	\$7,500.00	P-3	0.00	BK	1	\$7,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- - - S-		1	\$7,500.00			0.00						
N24	WXYZ	08/26/12	08/26/12	This Week SUN 10am CM This Week SUN 10am		Sun 10-11am	- - - S	:15/:15	1	\$2,000.00	P-4	0.00	BK	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- - - S		1	\$2,000.00			0.00						
N25	WXYZ	08/26/12	08/26/12	Lions Football Encore CM Lions Football Encore		11a-3p	- - - S	:15/:15	1	\$0.00	P-3	0.00	BK	1	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	- - - S		1	\$0.00			0.00						
														Totals	52 \$39,700.00	